

TRADE

This classification includes land which is primarily used for the purposes of wholesale and retail trade. The 1971 Land Use Survey reflected an increase in trade of 62.6 acres; total acreage for 1971 is approximately 201.2 acres or 6.5 percent of the total developed land in Kinston. Much of this increase has been along major highways and major highway access. The Vernon Park Mall and the Kinston Plaza have been the main single areas which account for the gain. Increased highway trade on Vernon Avenue from North Queen Street west, has accounted for much of the remainder of the increase.

The largest concentration of trade is in the Central Business District of Kinston. Since 1960, there has been little additional land added to this district, although some merchants have been revitalizing their facilities. This has been mainly in the area of improvements of the outside appearances of facilities. However, more needs to be done to prevent possible deterioration of the Central Business District. Presently, trade and service facilities on Queen Street are like many other CBD's of other cities, buildings in one long row fronting on the main street in the Central Business District. To prevent present and future shopping centers in and around the Kinston area from gradually drawing trade from the CBD, action must be taken to continuously compete in all areas of attraction. Several important items which would improve the CBD and add to its attraction of trade are mini parks,